

ALAA HADDAD

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Highly accomplished Sales Professional with diversified selling experience, Strong communication and organizational skills. Offering logical, forthright thinking and an ability to provide effective solutions to solve complex challenges, Demonstrates commitment to superior customer service through positive attitude, leadership & hands-on team work.

EXPERIENCE

NOVEMBER 2021 – MARCH 2022

DIRECTOR OF SALES & EVENTS, KEMPINSKI HOTEL AMMAN

- Direct the activities of the hotel sales team, providing leadership and motivation necessary to implement effective sales strategies and to maximize the generation of hotel sales/revenues.
- Develop and maintain relationships with key clients in order to produce group and/or convention business, to include room sales, food & beverage sales, catering/banquet services.
- Develop and manage the departmental budget and monitor sales activities/performance to ensure actual sales meet or exceed established revenue plan and to accurately report variances/projections.
- Direct the scheduling of conventions and group activities at the hotel and coordinates with other hotel-level departments to facilitate services agreed upon by the sales office and prospective clients.
- Develop hotel-level tactical sales plans to support overall system-wide sales plans/strategies and programs.
- Develop and maintain good relationships with officials and representatives of local/International Travel agencies, Corporate, OTA's, and attend all international exhibitions to generate convention and group business.
- Restructuring the sales department and recruiting qualified sales people.
- Managed to sign new corporate agreements with embassies, UN & International RFP to Increase market share by aggressive presence and moved hotel position.
- Focus on convention center with 17 meeting rooms for more MTG and weddings.
- The following markets will be mainly overseen: GCC Market, local corporate markets, Leisure High End Clients. Responsible for key account management on an assigned account base or geographic area, ensuring revenue maximization, achievement of personal targets and increasing fair market share versus competitor set.
- Attend trade shows, sales blitz, workshops, etc. in the assigned markets and available for.
- Additional responsibilities and tasks can be added at any time according to the needs of the business and of the hotel.

MARCH 2018 – MARCH 2021

DIRECTOR OF SALES, HYATT REGENCY AQABA AYLA RESORT

- Manage all Sales and event service activities, Scope the accountability includes the strategic planning, Competitive analysis, Market positioning, new business development, new product introduction, staff training and development, building strategic partnerships, and build/maintaining client relationships.
- Direct a team of four people including one Senior Sales manager, One Sales Manager, One Sales executive, One Sales coordinator and One Senior Sales Events Manager.
- Improve Sales policies and practices. Define the sales cycle, create accurate job descriptions and develop standards for customer relationship management.
- Increase revenue and produce new revenue streams by expanding and restructuring market territories for all sellers.
- Successfully completed the opening for all hotel rooms, outlets, SPA, fitness center, ball rooms and restaurants.
- Attend the weekly revenue meeting, forecast with the leadership committee.
- Prepare the end month report for the general manager and ownership, quarterly incentives plan, -Sales strategy plan by segment, Marketing plan, Budget and SMART plan.
- Attend and present the hotel in the international tourism fairs and exhibitions and in all company roadshows.

MAY 2012 – MARCH 2018

CLUSTER DIRECTOR OF SALES, KEMPINSKI HOTEL ISHTAR DEAD SEA & KEMPINSKI HOTEL AQABA RED SEA

Started as Cluster Senior Sales Manager in 2012 and I have proven my ability within two years of hard work to take the next position as Cluster Assistant Director of Sales and it took me only eighteen months to be promoted to Director of Sales leisure.

- Attend Weekly Yield Meetings.
- Attend Weekly Sales & Marketing Meetings.
- Responsible for reading the weekly sales call reports and giving necessary guidance if /when needed.
- Conduct sales calls with the Sales team.

MARCH 2010 – MAY 2012

REGIONAL SALES MANAGER, MOEVENPICK HOTEL DEAD SEA, MOEVENPICK HOTEL PETRA, MOEVENPICK NABATEAN CASTLE PETRA, MOEVENPICK HOTEL AQABA, MOEVENPICK HOTEL TALA BUY.

- Attend the Weekly Yield Meetings.
- Attend the Weekly Sales & Marketing Meetings.
- Responsible for reading the weekly sales call reports and giving necessary guidance if /when needed.
- Conduct sales calls with the Sales team.
- During the Director of Sales & Marketing absence, attend weekly promotions meetings.

FEBRUARY 2001 – MARCH 2010

- RIDA INTERNATIONAL TOURS, CONTRACTING & PRODUCTION DEPARTMENT,
- ADVISER TRAVEL & TOURISM, OPERATION & RESERVATION MANAGER,
- ADONIS TRAVEL & TOURISM, RESERVATION MANAGE,
- OSCAR TRAVEL & TOURISM, OPERATION OFFICER,
- ADONIS TRAVEL & TOURISM, OPERATION OFFICER,

EDUCATION

OCTOBER 2001 – FEBRUARY 2005

BUSINESS ADMINISTRATION, AL-AHLEYAH AMMAN UNIVERSITY

B.A., Business Administration (English track) • Graduated as Good average in a period of 3 years and half. (Advantage)

SKILLS

- P&L management
- Strategic Planning
- Accomplished leader
- Goal oriented
- Solution Driven
- Strong Interpersonal Skills
- Key account development
- Revenue generation & Management

COURSES

- Body Language
- Communication skills & Time management
- Luxury Sales Technique
- Accounting for non-Accountant
- Marketing Essentials
- Change Management
- Customer focus
- Sales Acceleration
- Essential training
- beyond branding